

Approval Requested

- | | |
|-------------------------------------|---------------------|
| <input checked="" type="checkbox"/> | Final – Agency Fees |
| <input checked="" type="checkbox"/> | Preliminary - Media |

Application for projects over \$500

Organization Name: Glacier Country Regional Tourism Commission

Project Name: Consumer Advertising

Application Completed by: Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

For the current fiscal year (2007/08), Glacier Country will focus its consumer advertising and marketing efforts in the Minneapolis and Seattle areas, both of which have traditionally been strong markets for Glacier Country. The marketing and advertising effort will promote off season travel.

Based on the success of the regional campaign, Glacier Country may choose to again focus 2008/09 consumer advertising funds in regional markets. Or, may shift back to a targeted national campaign. We'll be better prepared to make this decision once we've completed the upcoming campaign. Prior to any spending, a detailed plan will be submitted to Audits and Applications for approval.

OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase overall consumer response by 2% over 2008
- Increase use of website by 10% over 2008
- Increase our database by 5% over 2008

Refer to the portions of your marketing plan, which support this project.

This project is addressed in our marketing plan goals numbered: 1, 2, 3, 4, 5, 6, and 7 as well as plan and strategy number 1. Other marketing elements numbered 1 and 2 also support this project.

How does this project support the Strategic Plan?

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
- 1.3.b Implement the new Montana tourism brand

Goal 9: Increase funding to maintain sustainable tourism and recreation.

- 9.1 Seek increases in state funding for targeted tourism marketing/programs/facilities
- 9.2 Foster opportunities to pool public and private marketing dollars
- 9.3 Enhance funding for region and CVB marketing efforts

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached: ☒ Yes ☐ No

Budget page must be attached for approval.

CLIENT: Glacier Country Tourism
 PROJECT: 2009 Consumer Advertising
 JOB #: GCMK-133
 Priority markets: Seattle, Mpls, Canada
 Secondary: Chicago, California

SITE/NETWORK	SITE	POSITION	SIZE	IMPRESSIONS	FLIGHT LENGTH	BUDGET	OVERALL CPM	NOTES	
Travel Ad Network	Rand McNally	MT content targeted	728x90	100,000	2 months	\$ 34,100	\$ 11.06	*3rd largest online audience in the TRAVEL Category (*Comscore 2008) [behind Expedia.com and Travelport.com] *Largest online audience in the TRAVEL INFORMATION category. *Exclusive media representation - meaning the sites in the network do not accept advertising directly, or through any other source. *over 14.5 million unique visitors per month (*Comscore 2008) *reaches 35-54 age group with 60% w/HHI of \$60K + *can be geo-targeted to selected markets.	
		MT content targeted	160x600	100,000	2 months				
		MT content targeted	300x250 - In Banner Vide	100,000	2 months				
	Travel Network (See site list for complete listing)	RON Montana Content	728x90	150,000	2 months				
		RON Montana Content	160x600	150,000	2 months				
		RON Montana Content	300x250 - In Banner Vide	150,000	2 months				
		RON Geotarget: SEA,MSP	728x90	774,000	2 months				
		RON Geotarget: SEA,MSP	160x600	780,000	2 months				
		RON Geotarget: SEA,MSP	300x250 - In Banner Vide	780,000	2 months				
CENTRO AD NETWORK									
Local - Seattle	www.seattletimes.com	Travel, Lifestyle,News	300x250 - In Banner Vide	228,571	2 months	\$ 11,365	\$ 18.24	*Ad network representing sites that are local to each market. *Sites are the top 1 and 2 online audiences in each market (*Comscore 2008) *2008 campaign performed delivered 1,853,724 impressions and 1,377 click- throughs (overall .07%) -Underperforming areas included bonus ROS on KING5.com and KARE11.com, and Nwsourc.com. - Overall CTR was .08% (industry average) when these sites/positions are removed from results. - 300x250 ad sizes performed better overall, as did ads running in "News" category. - 2009 plan recommendation is for startribune.com and seattletimes.com sites only.	
		Travel, Lifestyle,News	300x250	197,368	2 months				
Local - Minneapolis		www.startribune.com	Travel, Lifestyle,News	728x90	197,368	2 months			
	Travel, Lifestyle,News		300x250 - In Banner Vide	188,235	2 months				
	Travel, Lifestyle,News		300x250	182,371	2 months				
Canada.com	www.canada.com geotarget: Edmonton, Calgary	Homepage, News, Travel	728x90	250,000	2 months	\$ 9,875	\$ 19.75		*The canada.com network is Canada's leading general news and information destination online * the Canada.com network has over 5 million unique visitors per month.* (*Comscore 2008) *offers unique online content from some of the nations most trusted and well-respected media properties (including National Post, Global National, Ottawa Citizen, BCTV, Montreal Gazette, CH, Vancouver Sun, Edmonton Journal, Calgary Herald) *Can be geo-targeted. *Canada.com/Travel is an online tour guide with information on over 250 destinations worldwide and online booking. *Canada.com/Travel has 148,000 unique visitors per month (*Comscore 2008) with 51% of visitors HHI of \$60K+
		Homepage, News, Travel	300x250	250,000	2 months				
Yahoo Network									
geotarget: MSP, SEA		Travel, News	300x250	549,385	6 weeks	\$ 39,500	\$ 8.09	*Second largest online audience in the TRAVEL INFORMATION category (*Comscore 2008) *ads can be geo-targeted to select markets. *Yahoo online network provides multiple opportunities to reach target audience, including travel and news, and YahooMail (which typically has high Click-Through-Rates).	
		Mail	300x250	613,497	6 weeks				
		Mail	425x600	542,888	6 weeks				
		Mail	728x90	1,184,834	6 weeks				
		Mail	160x600	1,992,032	6 weeks				
COST BREAKOUT BY MARKET:									
Seattle:						\$ 42,465.00			
Minneapolis:						\$ 42,465.00			
Canada:						\$ 21,275.00			
TOTAL ALL MARKETS:				10,551,156		\$106,205.00			
Co-op: Online	Budgettravel.com	Dedicated-Email-blast	Photo;text-link	375,000	3/11/09	\$ 2,016	\$ 5.38	*2008 performed at an overall CTR of 3.81% *Emails are "opt-in" by subscribers. *Site visitors are seeking information on State and nation parks, forest, hikes campgrounds, bike routes, fishing locales, scenic drives, and ski areas. *see above for notes on Canada.com *2009 pre-roll video had an overall CTR of 5.75% (highest campaign performer) *Minimum contract levels would preclude purchase of this site w/o co-op	
	Wildernet.com	geo: ID, WY, ND, SD, MN, WA, Sask	varied banner ads behaviorilly targeted	50,000	Jun-Aug-09	\$ 322	\$ 6.44		
	Canada.com	geo: Alb, Sask, B.C	varied banner ad sizes	50,000	Mar-Aug-09	\$ 1,034	\$ 20.68		
	NationalGeographic.com	Pre-roll-Video		25,000	Mar-Aug-09	\$ 980	\$ 39.20		
Co-op: Print	Madden Pre-print	Geo target TBD, but to include Canada.	1/4 page, 4C	700,000	Mar 29, 09	\$ 4,175	\$ 7,970	*Added value to include: landing page on vacationfun.com, email campaign, search engine marketing, and reader service	Due: 1/2/09 space, 1/9/09 mats
		added value: (see notes)	1/2 page, 4C			\$ 15,180			
			Full Page, 4C						
	Good Housekeeping	geo: AK, AZ, CA, CO, HI, ID	1/6 page, 4C	840,000	Apr-08	\$ 5,453	\$ 6.49	*2008 Good Housekeeping had an overall conversion rate of 19.5%	Due: 12/5/08 space; 12/12/08 mats
		MT, NV, NM, OR, UT, WA, WY	1/3 page, 4C		Apr-08	\$ 10,901	\$ 12.98		
		added value: ghtravel.com link	1/2 page, 4C		Apr-08	\$ 16,350	\$ 19.46		
	Audobon		1/6 page, 4C	N/A		\$ 3,686.45	\$ 9.22	*added value: matching advertorial and reader service.	Due: 12/19/08 space; 1/2/09 mats
			1/3 page, 4C			\$ 7,425.60	\$ 18.56		
			1/2 page, 4C			\$ 11,164.75	\$ 27.97		
TOTAL CONSUMER BUDGET:						\$106,205.00			
TOTAL RECOMMENDED CO-OP BUDGET:						\$ 14,348.30			
TOTAL 2009:						\$120,553.30			



PROJECT BUDGET
Consumer Advertising

	State Tourism Funds	Other Funds	Total
PROFESSIONAL SERVICES:			
Account Management	\$4,500.00 +	\$0.00 =	\$4,500.00
Account Coordination	\$2,750.00 +	\$0.00 =	\$2,750.00
Proofing & Editing	\$1,100.00 +	\$0.00 =	\$1,100.00
Copywriting	\$5,625.00 +	\$0.00 =	\$5,625.00
Layout & Design	\$3,750.00 +	\$0.00 =	\$3,750.00
Computer Production	\$3,750.00 +	\$0.00 =	\$3,750.00
PhotoShop & Illustrator Manipulation	\$600.00 +	\$0.00 =	\$600.00
Print Pro Mgmt	\$1,500.00 +	\$0.00 =	\$1,500.00
Phot Rights Prot	\$1,050.00 +	\$0.00 =	\$1,050.00
Fed Ex	\$100.00 +	\$0.00 =	\$100.00
Color Lasers	\$200.00 +	\$0.00 =	\$200.00
Epson Color Proofs	\$50.00 +	\$0.00 =	\$50.00
CD's Burned	\$25.00 +	\$0.00 =	\$25.00
TOTAL	\$25,000.00	\$0.00	\$25,000.00

MARKETING/ADVERTISING:			
Media Placement	\$106,074.00 +	\$0.00 =	\$106,074.00
(Rand McNally, Travel Network,	\$0.00 +	\$0.00 =	\$0.00
SeattleTimes.com, Startribune.com,	\$0.00 +	\$0.00 =	\$0.00
Canada.com, Yahoo Network + same	\$0.00 +	\$0.00 =	\$0.00
creative using TM Joint Ventures)	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$106,074.00	\$0.00	\$106,074.00

TRAVEL:			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$0.00	\$0.00	\$0.00

OTHER:			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$0.00	\$0.00	\$0.00

PROJECT TOTAL	\$131,074.00 +	\$0.00 =	\$131,074.00
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